



GENERAL SERVICES ADMINISTRATION Federal Acquisition Service



On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!™, a menu-driven database system. The Internet address for GSA Advantage!™ is: <http://www.GSAAdvantage.gov>. For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>.

Professional Services Schedule
Contract Number: GS00F251GA
Contract Period: 7/5/17 – 7/4/22
Business Size/Status: SMALL

Infinity Direct

13220 County Road 6
Suite 200
Plymouth, MN
55441-3823

Contract Administrator:

Thomas Harding
CEO
763.559.1111 ext 2209 (main)
612.382.6432 (cell)
tharding@infinitydirect.com

LET'S TALK

Infinity Direct is a team of **direct response specialists** who help clients acquire, retain, and grow valuable customer relationships. We create dynamic experiences, helping you engage in meaningful 1:1 conversations with your customers and prospects.

www.infinitydirect.com

WHAT WE DO

Infinity Direct is a direct marketing agency specializing in enrolling students/recruits and helping clients acquire, retain, and measurably grow valuable customer relationships.

WHY WORK WITH US

We get direct marketing because it is in our DNA. We are data-driven and results-focused, putting measurability into everything we do. We are nimble, responsive, and have an insane dedication to our clients.

WHO WE ARE

Our team of passionate professionals brings data-driven customer insights and engaging creative together to deliver optimal response. We provide expertise in campaign strategy, data analytics, digital and e-marketing, design and production, and resource management.

WHO WE SERVE

We have an intense dedication to client service and deliver creative, data-driven, results-focused marketing to more than 800 clients within 100 different companies in the agriculture, financial, manufacturing, government, education, healthcare, and non-profit markets.

OUR CAPABILITIES:

DIRECT MARKETING STRATEGY

B2C / B2B Acquisition / Retention / Reactivation / Recruitment / Growth Campaigns
Dealer / Franchise Marketing Customer Care Programs

DATA INTELLIGENCE

Customer Data Integration Customer Profiling / Segmentation Data Appends / Enhancements
Data Sourcing Response Analysis

DIGITAL

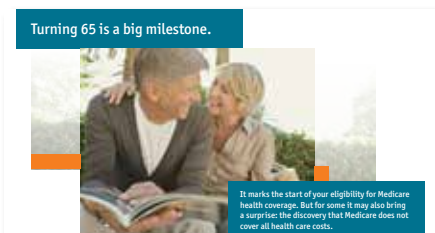
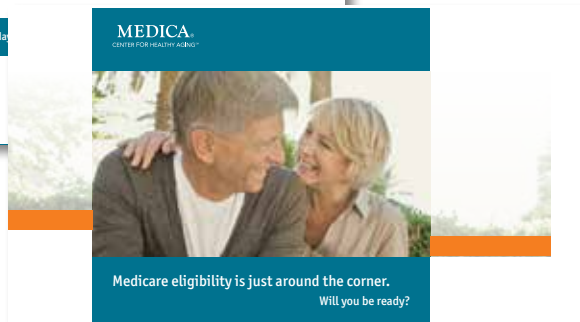
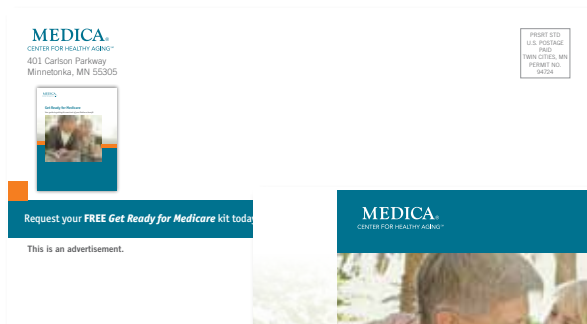
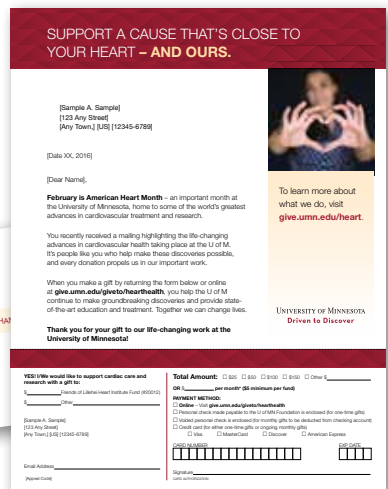
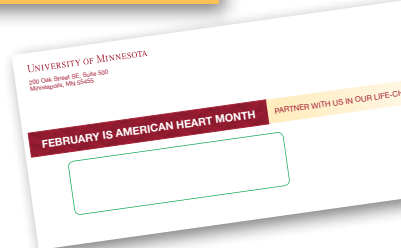
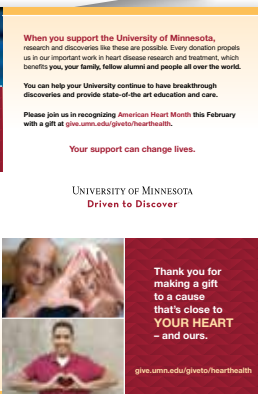
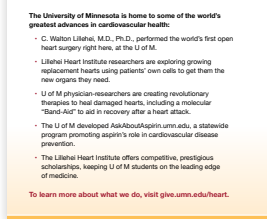
Websites Campaign Microsites / Splash Pages Custom Development
Email Development / Deployment SEM / SEO Social / Mobile
Storefronts / Digital Asset Management Marketing Automation

DESIGN CAN BE SMART. STRATEGY CAN BE SEXY.

We combine them into brilliant hard-working creative that builds your brand and your sales.

About Infinity Direct

OUR WORK:



OUR WORK:

HONEYWELL CONSUMERS ENERGY

DIRECT MAIL
MAGNET
DOOR HANGER
BROCHURE
LANDING PAGE



ECOLAB CHAIRMAN'S RECEPTION

DIE-CUT INVITATION
EMAILS
LANDING/EVENT REGISTRATION PAGE

CONTRACT NUMBER: GS00F251GA

1a. Table of Awarded Special Item Number

541-1	541-1RC	Advertising Service
541-3	541-3RC	Web Based Marketing Services
541-4F	541-4FRC	Commercial Art and Graphic Design Services
541-5	541-5RC	Integrated Marketing Services

1b. Lowest Priced Model Number and Price for Each SIN: Prices shown in Price List are net, all discounts deducted

1c. Hourly Rate See Commercial Price List

2. Maximum Order \$1,000,000.00

3. Minimum Order \$100.00

4. Geographic Coverage Domestic only

5. Point(s) of Production Plymouth, MN

6. Discount from List Prices Government net prices (discounts already deducted).
See Attachment.

7. Quantity Discount 2% for orders between \$100,000 and \$249,999.99,
3% for orders between \$250,000 and \$499,999.99,
and 5% for orders over \$500,000.

8. Prompt Payment Terms 1%-10 days; Net 30.

9a. Government Purchase Card Yes

9b. Government Purchase Card Will not accept over \$3,500

10. Foreign Items None

Customer Information *(Continued)*

11a. Time of Delivery	Contact Contractor
11b. Expedited Delivery	Contact Contractor
11c. Overnight and 2 Day Delivery	Contact Contractor
11d. Urgent Requirements	Contact Contractor
12. F.O.B. Point	Destination
13a. Ordering Address	Infinity Direct, Inc. 13220 County Road 6, Suite 200 Plymouth, MN 55441-3823
13b. Ordering Procedures	Supplies and services, ordering procedures and information on Blanket Purchase Agreements (BPA's) are found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
14. Payment Address	Infinity Direct, Inc. 13220 County Road 6, Suite 200 Plymouth, MN 55441-3823
15. Warranty Provision	Contractor's standard commercial warranty.
16. Export Packing Charges	N/A
17. Terms & Conditions of Government Purchase Card and Acceptance	Contact Contractor
18. Terms & Conditions of Rental	N/A
19. Terms & Conditions of Installation	N/A
20. Terms & Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts	N/A

Customer Information *(Continued)*

20a. Terms and Conditions for Any Other Services N/A

21. List of Services and Distribution Points N/A

22. List of Participating Dealers N/A

23. Preventative Maintenance N/A

24a. Special Attributes such as Environmental Attributes
(e.g. Recycled Content, Energy Efficiency,
and/or Reduced Pollutants) N/A

24b. Section 508 Compliance for EIT www.Section508.gov/

25. Data Universal Number System (DUNS) Number 933301277

26. Notification Regarding Registration in Central Contractor
Registration (CCR) Database Registered and Currently Active

27. Final Pricing The rates shown below include the Industrial Funding Fee (IFF)
of 0.75%.

SIN	LABOR CATEGORY	CONTRACTOR / CUSTOMER FACILITY	GSA AWARDED HOURLY PRICE
541-1, 541-3, 541-4F, 541-5	Group Account Director	Both	\$197.48
541-1, 541-3, 541-4F, 541-5	Account Supervisor	Both	\$148.11
541-1, 541-3, 541-4F, 541-5	Senior Account Exec.	Both	\$123.43
541-1, 541-3, 541-4F, 541-5	Account Executive	Both	\$98.74

Customer Information *(Continued)*

SIN	LABOR CATEGORY	CONTRACTOR / CUSTOMER FACILITY	GSA AWARDED HOURLY PRICE
541-1, 541-3, 541-4F, 541-5	Account Coordinator	Both	\$83.93
541-1, 541-3, 541-4F, 541-5	Creative Director	Both	\$197.48
541-1, 541-3, 541-4F, 541-5	Art Director	Both	\$148.11
541-1, 541-3, 541-4F, 541-5	Production Specialist	Both	\$108.61
541-1, 541-3, 541-4F, 541-5	Traffic Manager	Both	\$83.93
541-1, 541-3, 541-4F, 541-5	Director of Analytics	Both	\$148.11
541-1, 541-3, 541-4F, 541-5	Manager of Analytics	Both	\$172.80
541-1, 541-3, 541-4F, 541-5	Database Developer	Both	\$145.09
541-1, 541-3, 541-4F, 541-5	Data Analyst	Both	\$98.74
541-1, 541-3, 541-4F, 541-5	Digital Director	Both	\$222.17
541-1, 541-3, 541-4F, 541-5	Lead Developer	Both	\$167.51
541-1, 541-3, 541-4F, 541-5	Front-end Developer	Both	\$160.45
541-1, 541-3, 541-4F, 541-5	Digital Project Manager	Both	\$98.74
541-1, 541-3, 541-4F, 541-5	Digital Designer	Both	\$148.11
541-1, 541-3, 541-4F, 541-5	Email Production Specialist	Both	\$148.11
541-1, 541-3, 541-4F, 541-5	Copywriter	Both	\$128.36
541-1, 541-3, 541-4F, 541-5	Proofreader	Both	\$72.75

Labor Category Descriptions


POSITION	DESCRIPTION	PREREQUISITES
Group Account Director	Responsible for managing staff resources and client expectations as well as driving campaign strategy, creative development, and print and project management. Responsible for managing a team of Account Executives and the overall management of multiple marketing programs that include print, email, direct mail and websites for many different clients. Develop strategy and manage execution on all aspects of marketing programs. Play key role in overall management team for the company. Develop estimates and manage budgets for internal and external work and responsible for overall quality and revenue generation for the account executives on the team.	Bachelor's degree and 10+ years related experience.
Account Supervisor	Lead the agency and client team through the strategic planning process; initiate in-depth reviews/analyses of client's business, while meeting and exceeding their daily, short and long-term objectives. Responsibilities include building and managing ongoing client relationships, working with other account team members, as well as execution teams to deliver upon client requests.	Bachelor's degree and 8+ years related experience.
Senior Account Executive	Responsible for working with clients in meeting and exceeding their daily, short and long-term objectives. Lead campaigns by serving as liaison to internal departments and vendor partners to coordinate/execute all creative and digital production activities and projects. Present and communicate campaign status and results to client. Support the creation and delivery of proposals and pricing estimates. Manage estimates and budgets, completing programs within estimated hours and costs. Manage electronic job jackets/billing information. Assist in the monitoring of scope, budgets and schedules and proactively manage client expectations. Participate in the review of creative development, routing changes internally and ensuring accuracy of content. Provide leadership to account executives.	Bachelor's degree and 5+ years related experience.
Account Executive	Responsible for working with clients in meeting and exceeding their daily, short and long-term objectives. Manage campaigns by serving as liaison to internal departments and vendor partners to coordinate/execute all creative and digital production activities and projects. Present and communicate campaign status and results to client. Support the creation and delivery of proposals and pricing estimates. Manage estimates and budgets, completing programs within estimated hours and costs. Manage electronic job jackets/billing information. Participate in the review of creative development, routing changes internally and ensuring accuracy of content.	Bachelor's degree and 3+ years related experience.
Account Coordinator	Assist the account executive in client contact, production coordination and account administration. Monitor and maintain traffic and production. Maintain efficient client records. Assist Account Executive in obtaining client approvals. Responsible as a support person to maintain strong client relationship. Good working knowledge of creative and production functions, including print, letter shop and email and web marketing.	Associate's degree and 2 years of experience in direct marketing and/or print production.
Creative Director	Responsible for the management of the total creative function. Supervise all creative, production, traffic and proofing staff. Represent creative department on management committee. Familiar with a variety of the concepts, practices, and procedures of direct marketing. Rely on extensive experience and judgment to plan and accomplish goals. Lead the building the creative concepts and designs for our clients' advertising, marketing collateral materials and direct marketing campaigns. Provide creative leadership on key projects and develop creative strategies in a team environment. Responsible for the quality and effectiveness of all marketing.	Bachelor's degree plus 8-10 years related experience in advertising, digital/interactive and direct marketing
Art Director	Responsible for development of product branding and visually communicating the product or service in a manner that will appeal to the target audience under time and space constraints. Familiar with a variety of the concepts, practices, and procedures of direct marketing, email and web development. Rely on extensive experience and judgment to plan and accomplish goals. Perform a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected.	Bachelor's degree plus 5+ years related experience.

Labor Category Descriptions *(Continued)*

POSITION	DESCRIPTION	PREREQUISITES
Production Specialist	Use computer graphic systems to produce graphic designs and copy layouts. Familiar with a variety of the concepts, practices, and procedures of print, direct mail, email and web development. Rely on limited experience and judgment to plan and accomplish goals. Perform a variety of tasks. A wide degree of creativity and latitude is expected.	Associate's degree or its equivalent and at least 2 years of experience in the field or in a related area.
Traffic Manager	Responsible for creating an efficient workflow to ensure projects are high quality and delivered on time by coordinating work assignments and completing ongoing status checks. Need a thorough understanding of agency process and terminology and the ability to Identify the need for freelance help and coordinate with outside resources. Strive to have an understanding of the functions of all departments and how to appropriately interact with them. Display appropriate sense of urgency, prioritization and tenacity relating to documents being distributed to various teams on a timely basis.	Bachelor's degree and 3+ years of marketing traffic coordinator or related position.
Director of Analytics	Lead the data team delivering marketing insights and strategic guidance at an executive level. Provide strategic guidance for staff on the development of robust database hosting solutions as well as data collection, integration, enhancement, hygiene, visualization, management, and security services. Responsible for translating client data into customer insights for clients.	Bachelor's degree and 15+ years related experience. Master's degree preferred.
Manager of Analytics	Helps our clients develop new methodologies and frameworks to refine existing data and analytic capabilities as well as manage, oversee, and execute its day-to-day data and analytics projects. Play a vital role by working with the team to help develop and support direct marketing targeting strategies for clients. Responsibilities also include developing and implementing analytical tools to identify marketing opportunities, solving complex data analysis problems, and integrating new channels and systems into a marketing framework.	Bachelor's degree and 10+ years related experience. Master's degree preferred
Database Developer	Provide advanced processing, analytical, and database leadership to account team in planning and executing direct marketing and digital campaigns that drive increased ROI for our clients and leverage marketing information to help develop and support targeting strategies. Provide actionable customer analysis, customer targeting and test plans, data processing and formatting, program performance measurements, campaign analysis, segmentation, data mining, trending, and forecasting.	Bachelor's degree and 7+ years related experience in direct/database marketing analytics.
Data analyst	Provide basic data processing, analytical and database support to account team in planning and executing direct marketing and digital campaigns. Provide customer analysis, targeting, data processing and formatting, program performance measurements, campaign analysis, segmentation and data mining.	Bachelor's degree and 3+ years related experience in direct/database marketing analytics.
Digital Director	Managing the company's internal team of e-producers and outside vendor support for web, email, and server-based issues on a per-project basis. Oversee the agency's digital capabilities, which include website/microsite design and development, search engine optimization and search engine marketing, email marketing, mobile marketing, social media marketing, web-to-print and digital asset management, PURL personalized marketing, and direct-to-social marketing. Digital Director is detail-oriented, organized and able to multi-task several projects at once. Must possess good communication skills, teamwork, attention to detail and proven ability to manage various clients and vendors.	Bachelor's degree and 10+ years experience. Previous experience in similar position is vital. Expertise required in HTML, web-creation apps, email deployment software, Windows Small Business server, SQL and Storefront. Knowledge of related supporting languages and programming is important.

Labor Category Descriptions *(Continued)*

POSITION	DESCRIPTION	PREREQUISITES
Lead Developer	Oversee the backend development of digital marketing projects, including websites, microsites, online portals, landing pages, and web applications. Also responsible for development of client websites and email marketing, helping clients effectively reach their customers with innovative web applications, user-friendly portals and robust reporting. Lead execution of the agency's digital capabilities, which includes website/microsite design and development, search engine optimization and search engine marketing, email marketing, mobile marketing, social media marketing, web-to-print and digital asset management, PURL personalized marketing, and direct-to-social marketing.	Bachelor's degree and 8+ years related experience.
Front-End Developer	Oversee the front-end development of digital marketing projects, including websites, microsites, online portals, landing pages, and web applications. Also responsible for development of client websites and email marketing, helping clients effectively reach their customers with innovative web applications, user-friendly portals and robust reporting. Lead execution of the agency's digital capabilities, which includes website/microsite design and development, search engine optimization and search engine marketing, email marketing, mobile marketing, social media marketing, web-to-print and digital asset management, PURL personalized marketing, and direct-to-social marketing.	Bachelor's degree and 6+ years related experience.
Digital Project Manager	Guide digital projects from initial client meeting through launch. Requires excellent communication and collaboration skills for working with internal and external teams. Responsible for all aspects of digital projects, including proposals, statements of work, requirements documents. Also responsible for preparing budgets and timelines and managing quality control and testing processes. Coordinate reporting and analytics.	Bachelor's degree and 6+ years related experience.
Digital Designer	Responsible for the development of product and client branding and visually communicating the product or service in a manner that will appeal to the target audience in the digital space (websites, email, mobile, social) under time and space constraints. Familiar with a variety of the concepts, practices, and procedures of direct marketing, email and web development. Rely on extensive experience and judgment to plan and accomplish goals. May lead and direct the work of others. A wide degree of creativity and latitude.	Bachelor's degree and 5+ years related experience.
Email Production Specialist	Responsible for managing email campaigns for clients and for creating engagement-driven client communications, coding HTML emails, creating and reviewing deliverability tests, monitoring deliverability and tracking email campaign metrics. Responsible for staying current with all rules and regulations and monitoring trends such as mobile optimization and adhering to proven best practices.	Bachelor's degree and 4+ years related experience.
Copywriter	Responsible for brainstorming, creating, and transforming ideas into words for direct mail, email, websites, articles, advertisements. Work with art directors and other internal teams to develop compelling copy that resonates with our clients' customers. Responsible for telling and selling client stories by becoming subject-matter expert and developing bright and clear messages that best-represent our clients' brands. Expected to have good working knowledge of sound grammar, punctuation, and editing.	Bachelor's degree and 2+ years related experience.
Proofreader	Proofread, review and edit materials for accurate use of grammar and content. Correct any grammatical, typographical or compositional errors in original copy. Have knowledge of standard concepts, practices and procedures within a print and direct marketing environment. Rely on experience and judge to plan and accomplish goals. Prioritize workload to ensure deadlines are met. Responsible for proofreading client-supplied materials and client-submitted changes. Provide suggestions for copy changes to improve clarity. Write promotional copy for specific projects.	Associates degree and 2-4 years related experience.



Service Contract Act: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

USA commitment to promote small business participation procurement programs preamble

Infinity Direct provides commercial products and services to the Federal Government. We are committed to promoting participation of small, small disadvantaged and women-owned small businesses in our contracts. We pledge to provide opportunities to the small business community through reselling opportunities, mentor-protégé programs, joint ventures, teaming arrangements, and subcontracting.

COMMITMENT

- To actively seek and partner with small businesses.
- To identify, qualify, mentor and develop small, small disadvantaged and women-owned small businesses by purchasing from these businesses whenever practical.
- To develop and promote company policy initiatives that demonstrate our support for awarding contracts and subcontracts to small business concerns.
- To undertake significant efforts to determine the potential of small, small disadvantaged and women-owned small business to supply products and services to our company.
- To insure procurement opportunities are designed to permit the maximum possible participation of small, small disadvantaged, and women-owned small businesses.
- To attend business opportunity workshops, minority business enterprise seminars, trade fairs, procurement conferences, etc., to identify and increase small businesses with whom to partner.
- To publicize in our marketing publications our interest in meeting small businesses that may be interested in subcontracting opportunities.

We signify our commitment to work in partnership with small, small disadvantaged and women-owned small businesses to promote and increase their participation in ordering activity contracts. To accelerate potential opportunities please contact Thomas Harding at the Infinity Direct. GSA Contracts department at Phone: 763.559.1111 ext 2209; Fax: 763. 553.1852; Email: tharding@infinitydirect.com



Basic guidelines For using “Contractor team arrangement”

Federal Supply Schedule Contractors may use “Contractor Team Arrangements” (see FAR 9.6) to provide solutions when responding to a customer agency requirements.

These Team Arrangements can be included under a Blanket Purchase Agreement (BPA). BPAs are permitted under all Federal Supply Schedule contracts.

Orders under a Team Arrangement are subject to terms and conditions of the Federal Supply Schedule Contract.

Participation in a Team Arrangement is limited to Federal Supply Schedule Contractors.

Customers should refer to FAR 9.6 for specific details on Team Arrangements.

Here is a general outline on how it works:

- The customer identifies their requirements.
- Federal Supply Schedule Contractors may individually meet the customers needs, or -
- Federal Supply Schedule Contractors may individually submit a Schedules “Team Solution” to meet the customer’s requirement.
- Customers make a best value selection.